

## CLAIMS

What is claimed is:

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1. A method for fundraising comprising:
    - registering a fundraising entity with a service provider;
    - displaying products for sale on a viewable medium hosted by the service provider;
    - selling a displayed product to a customer, wherein the product sold is adapted to display a personal image selected by the customer, the personal image relating to the registered fundraising entity; and
    - distributing, by the service provider, a portion of revenues from the product sold to the registered fundraising entity.
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  2. The method of claim 1 wherein before selling, the method further comprises:
    - displaying a plurality of personal images relating to the registered fundraising entity on the viewable medium including the personal image selected by the customer.
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  3. The method of claim 2 wherein the viewable medium comprises a website hosted on a web sever and accessed by a computer via the Internet.
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  4. The method of claim 3 wherein registering comprises:
    - receiving identification information for the fundraising entity;
    - creating at least one photo album for the fundraising entity; and
    - issuing an identifier for the created photo album to the fundraising entity for access to the created photo album.
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  5. The method of claim 4 further comprising:
    - providing the issued identifier to potential customers.
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  6. The method of claim 1 wherein distributing the portion of revenues to the registered fundraising entity comprises:
    - determining a purchased amount for the product sold displaying the personal image selected by the customer; and
    - distributing a percentage of the purchased amount to the fundraising entity.

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- 1 7. The method of claim 1 wherein distributing profits to the registered  
2 fundraising entity comprises:  
3 determining a purchased amount for the product sold displaying the  
4 personal image selected by the customer;  
5 deducting a predetermined percentage from the purchased amount;  
6 distributing a percentage of the purchased amount less the deducted  
7 percentage to the fundraising entity; and  
8 distributing the deducted percentage to a different entity.
- 1 8. The method of claim 7 wherein the different entity comprises an entity that  
2 referred the fundraising entity to register with the service provider.
- 1 9. The method of claim 7 wherein the different entity comprises a default charity.
- 1 ~~10. A computer program product including machine-readable code stored in a~~  
2 ~~distributed storage medium comprising:~~  
3 ~~code for facilitating registering a fundraising entity with a service provider;~~  
4 ~~code for generating viewable images of products for sale on a viewable~~  
5 ~~medium hosted by the service provider;~~  
6 ~~code for closing a sale to a customer to purchase a product adapted to~~  
7 ~~display a personal image selected by the customer, wherein the personal image relates to~~  
8 ~~the registered fundraising entity;~~  
9 ~~code for determining revenues from closed sales of products; and~~  
10 ~~code for allocating a portion of the determined revenues to the registered~~  
11 ~~fundraising entity.~~
- 1 11. The computer program product of claim 10 further comprising:  
2 code for displaying a plurality of provided personal images relating to the  
3 registered fundraising entity on the viewable medium; and  
4 code for allowing the customer to select a personal image from the  
5 displayed plurality of provided personal images, to be displayed purchased products.
- 1 12. The computer program product of claim 10 wherein the code for allocating  
2 the portion or revenues comprises:

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code for deducting a predetermined percentage of determined revenues from closed sales of products and allocating the predetermined percentage to a different entity; and

code for determining whether the registered fundraising entity was referred to the service provider by a referring fundraising entity.

13. The computer program product of claims 12 further comprising:

code that, when it is determined that the registered fundraising entity was referred, designates the referring registered fundraising entity as the different entity.

14. A method of hosting fundraising comprising:

providing a platform on which a host fundraising entity displays personal images;

offering a plurality of products for sale on which the displayed personal images may be incorporated; and

distributing to the host fundraising entity, a portion of revenues from products sold incorporating personal images from the host fundraising entity.

15. The method of claim 14 wherein the platform comprises a website hosted on a server computer.

16. The method of claim 15 further comprising:

registering a plurality of fundraising entities; and

providing incentives to a registered fundraising entity for referring additional fundraising entities to register.

17. The method of claim 16 further comprising:

distributing to a default charity, a portion of the revenues from products sold incorporating personal images from the platform.

18. A system for fundraising comprising:

means for registering a fundraising entity;

means for posting personal images selected by the registered fundraising entity;

means for viewing the posted personal images and selecting a desired personal image by a customer;

means for viewing and selecting products to display the desired personal image by the customer; and

means for determining revenues to be distributed to the registered fundraising entity.

19. The system of claim 18 wherein the means for registering, posting, and viewing comprise respective pages of an application program interface hosted by a computer server accessible over a communications network.

20. The system of claim 19 wherein the means for determining revenues comprises a processor in the computer server executing machine readable code.

21. A method for fundraising comprising:

registering an entity with a service provider, the entity comprising one of a fundraising entity, or any individual or organization on behalf of the fundraising entity;

displaying a plurality of personal images relating to the registered entity, on a web site hosted by the service provider;

displaying products for sale on the web site hosted by the service provider;

selling at least one displayed product to a customer, wherein each product sold is adapted to display an image selected by the customer from the plurality of personal images;

allocating revenues generated from the sale of products between the service provider and at least one of the registered entity and a different party other than the registered entity and the service provider; and

providing the registered entity access to reports of at least one of sales and viewing activity relating to the personal images relating to the registered entity.

22. The method of claim 21 wherein registering comprises:

receiving identification information of a registering entity;

creating at least one photo album for the registering entity; and

issuing an identifier to the registering entity to identify the created photo album.

23. The method of claim 22 further comprising:

providing the issued identifier to prospective viewers of the photo album for which such identifier has been issued.

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1 ~~Sub 24. The method of claim 21 wherein allocating revenues comprises:~~  
2 ~~deducting a royalty, using a predetermined royalty percentage, from the~~  
3 ~~revenues generated from the sale of products attributed to the registered entity;~~  
4 ~~distributing the royalty to a different entity other than the service provider~~  
5 ~~and the registered entity;~~  
6 ~~allocating the revenues less the royalty between the service provider and~~  
7 ~~the registered entity; and~~  
8 ~~distributing the allocated revenues.~~

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2 25. The method of claim 24 wherein the royalty comprises a referral royalty and  
3 the different entity comprises a referring entity that referred the registered entity to the  
4 web site hosted by the service provider.

1 26. The method of claim 24 wherein the different entity comprises a default  
2 entity selected by the service provider.

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2 27. The computer program product of claim 10 wherein the code for allocating a  
3 portion of the determined revenues comprises:

4 code for determining a referral royalty to be deducted and distributed to  
5 one of a referring fundraising entity and a default entity selected by the service provider;  
6 and

7 code for allocating the revenues less the referral royalty between the  
8 service provider and the registered fundraising entity.

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